

# Brings You... NYLONS

**SWEET GARDEN PEAS** No. 303 Can. 2 for 29c  
 ROGER'S BITS O' HONEY . . . WITH THAT GARDEN FRESH FAVOR.

**M.J.B. INSTANT COFFEE** 6-oz. Jar. 89c  
 RICH IN AROMA . . . FINE IN FLAVOR . . . PRICE INCLUDES 10c OFF.

**PILLSBURY FLOUR** 5 Lb. Bag 45c  
 THE PRIZE-WINNING FLOUR . . . BAKE YOUR BEST WITH PILLSBURY'S BEST.

**JIF PEANUT BUTTER** 18-oz. Jar. 49c  
 IT'S TERRIF . . . TASTES LIKE FRESH PEANUTS.

## MINUTE MAID ORANGE JUICE

QUICK FROZEN TO PRESERVE ITS DELICIOUS FLAVOR . . . IT'S GOOD FOR YOU AND ECONOMICAL TOO.

6-OUNCE CAN **23c** 12-OUNCE CAN **45c**

**FRESH EGGS** GRADE "AA" MEDIUM DOZEN **33c**  
 THE FINEST EGGS GO INTO THE LUCKY CARTON . . . ENJOY THE ASSURANCE YOU CAN HAVE IN KNOWING EVERY EGG IS GUARANTEED FROM NEST TO YOU.

**COFFEE** POUND CAN **49c**  
 CHOSEN FROM THE WORLD'S FINEST SELECTION . . . FULL-BODIED COFFEE BEANS . . . RICH IN FLAVOR.

**SALAD OIL** QUART BOTTLE **35c**  
 LIGHT AND SPARKLING FRESH . . . DELICATE IN FLAVOR . . . TASTES SO MUCH BETTER.

**BIG DIP** ICE MILK 1/2 GALLON PKG. **39c**  
 ICE MILK DESSERT . . . VERY TASTY — MANY WONDERFUL FLAVORS TO CHOOSE FROM.

**CAKE MIXES** LARGE BOX **29c**  
 WHITE AND YELLOW, AS WELL AS PEANUT BUTTER CHOCOLATE MALT, DEVIL'S FOOD, HONEY SPICE, AND MARBLE.

## S. NO.1. RUSSET Potatoes



WITH ROAST OR CHICKEN . . . YOU WILL WANT POTATOES . . . POTATOES MAKE THE MEAL . . . ALWAYS FLAKY AND MEALY, WONDERFUL IN FLAVOR . . . FINE, TOO, FOR BOILING, MASHING AND FRYING . . . PENNY FOR PENNY, THEY RATE TOPS IN ENERGY VALUE.

**10 POUND PLYO-FILM BAG 43c**

**SH CARROTS** Bunch 10c  
 BEST CARROTS ADD A SPECIAL TOUCH TO LUSCIOUS SALADS . . .

**PEPPERS** 10c  
 BEST PEPPERS DRESS UP ANY MAIN DISH WITH GREEN PEPPER

Effective Thurs., Fri., Sat., Sept. 24, 25, 26

51	WIC & SPAN CLEANER 31c	52	TIDE DETERGENT 35c	53	ZEST TOILET SOAP
54	ASCALDE 49c	54	LARGE BOX	REGULAR SIZE	BATH SIZE
55	ASCALDE 49c	55	OXYDOL 87c	2 for 31c	2 for 43c
56	R. CLEAN CLEANER 41c	56	GIANT BOX		

**Hiram's** STORES  
 LAKEWOOD Shopping Center HIRAM'S PLAZA  
 WEST COVINA Shopping Center  
 LYNWOOD Atlantic and Abbott Road LA MIRADA Rossmore at Adella Drive

## It's a Seller's Market in Many Lines, Business Reporter Finds

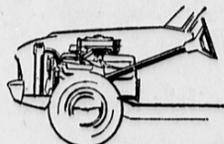
By REYNOLDS KNIGHT  
 Want to buy — or sell — a business?  
 Depending upon what you have to sell, of course, there are more buyers now. And in a number of lines there are more buyers than sellers. What it signifies is more activity for the business brokerages. They report a definite uptrend in listings and inquiries, accompanied by some marked changes in demand.  
 A year ago, many business brokers were occupied finding buyers for small retail businesses, many of them hard hit by the recession. Now they're dealing in more costly packages, like motels, bowling alleys, machine shops.  
 Small electronic manufacturing concerns are in big demand. One West Coast broker says he has 100 buyers for every seller. On the other hand, sellers of small city shops — seeking to relocate in the suburbs for lower rent and labor costs — find fewer takers. Taverns and taprooms move slowly in many cities; more people are drinking at home.  
 The steel strike, in its third month, is reflected in some business brokerage listings — small retail establishments unable to carry the credit load, and even with strike's end in sight, unwilling to face future tight money periods.  
**SOYBEAN SADNESS**—U. S. soybean production, "which properly should double by 1957," is today blighted by the "distorted, crippling consequence of legislative blundering," according to the chairman of a national grain handling and processing firm.  
 John H. MacMillen Jr. told the National Soybean Processors' Assn. that plantings are down this year despite real demand, because crop supports cause farmers to "prefer producing corn for government bins than raising soybeans for consumption."  
 MacMillen, asserting that market development has been stifled for years under support programs, said realistic farm legislation would "inevitably" result in increased soybean production due to greater acreage and yields per acre; in boosted domestic use of soybean oil and meal due to better diets and larger population, and in stepped-up exports due to lower production costs and effective demand.  
 The speaker said nearly 80 per cent of price support dollars go to large commercial farms while 56 per cent of U.S. farmers—small and "marginal" operators—get little or no meaningful aid.  
**THINGS TO COME**—To induce children to eat more bread—and to appeal to party-givers as well—some California bakers are turning out loaves dyed with vegetable coloring . . . Roll-on lipsticks are joining ball-bearing type deodorants . . . A refrigerator that fits underneath an automobile dashboard uses vapor in the car's fuel line as a refrigerant, has no moving parts.  
**THE CREDIT AGE**—If anything is needed to point up the fact the U.S. is living in an age of credit, it is the continuing diversification of the nation's largest consumer and industrial financing firm—C.I.T. Financial Corporation—described by its president, Arthur O. Dietz, as "a department store of finance."  
 C.I.T., founded in 1908, grew up on automobile financing. One subsidiary—Universal C. I. T. Credit Corporation—is the largest independent auto-mobile finance company in the country. But today the firm, through its many subsidiaries and more than 450 offices, offers financing to those who want to buy a pleasure boat or a mobile home, a giant power shovel or a swimming pool, a college education or a new wing on the house, a dental chair or an expensive machine tool.  
 The Picker X-Ray Corp., a manufacturing subsidiary, could help you if you wanted an x-ray machine or a wafer or radioactive Cobalt 60, a machine to treat cancer or one to "see" through heavy steel products. Other subsidiaries would assist you in obtaining accident or life insurance, or insurance on your automobile. Another would be at your service if you wanted to lease a fleet of automobiles or trucks. Others would serve you as factors if you were selling textiles or shoes, storm doors or furniture. However, installment credit still is the major activity.  
**BACK TO SCHOOL**—Stores across the nation report that while back-to-school business wasn't as big prior to Labor Day as expected, indications are this year's crop of students will be better dressed than ever.  
 Department stores in many cities say sales would have been well ahead of a year ago but for the August hot spell and a later Labor Day. There was a noticeable pickup in business after the holiday, however, as style-conscious college youths helped push sales far ahead of the 1958 pace.  
 Most stores note that sloppy dress is on the way out. Many schools are banning blue jeans, shorts and flying shirt-tails. The hot items this year are raccoon-trimmed coats, ankle-high boots and bulky sweaters. More stores find teenagers earning and spending their own money.  
**BITS O' BUSINESS**—Liquor taxes netted federal, state and local governments \$4.1 billion in 1958, making the industry the nation's second largest tax source (after income tax) . . .

**LARGEST and MOST BEAUTIFUL in AMERICA**  
**Los Angeles County Fair**  
**Pomona**  
 SEPT. 18 - OCT. 4  
**GLORIOUS \$25,000,000 PAGEANT UNRIVALLED FOR BEAUTY - VARIETY**  
 Before a sparkling backdrop of glamour, excitement and fun  
**MILES OF DRAMATIC NEW EXHIBITS**  
 Huge Palace of Agriculture—Prize Livestock—Women's Handicraft—Giant Home Show—Junior Fair—World's Largest Hobby Show—Flower and Garden Festival—International Photographic Exhibit—Gems and Minerals—Home Builders' New Products with Model Homes—Sports and Recreation with Boat, Automotive and Trailer Shows—Dairy Show—Outdoor Living—Horse Shows—Public Schools and many others.  
**Southland's Superlative Fall Festival**  
 A GRAND FAMILY HOLIDAY  
**STAR-STUDDED GRANDSTAND SHOWS**  
 Daily at 8 p.m. Sunday matinee 2:30  
 Featuring  
**MICKY ROONEY** with Jessy Foreman. Also HOLLY HIE Sept. 18-20  
**BOB CROSBY THE MODERNAIRES** Sept. 23-27  
**"RHYTHM ON ICE" starring THE LANGERS** Sept. 28 - Oct. 4  
 PLUS GALAXY OF NATION'S BEST IN NOVELTY ACTS  
**HORSE RACING DAILY** Except Sunday  
**GIANT WORLD'S FAIR MIDWAY**  
**PARKING FOR 40,000 CARS**

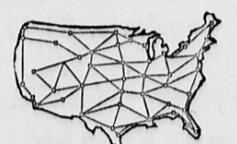
## COME IN AND WE'LL TELL YOU ALL WE KNOW!

## What's the story on the new Ford Falcon?

**HOW BIG WILL THE ALL-NEW FORD FALCON BE? HOW MANY PEOPLE WILL IT CARRY? HOW ABOUT POWER?**  
 To start with, in the all-new, New-Size Ford—the Ford Falcon—you see, but never "do without!" You get modern, fine-car styling . . . six-people-big room and comfort . . . a car that's born and bred for the American road! And you get it from Dearborn, Michigan, automotive capital of the world.



**SO LET'S TALK ABOUT THAT!**  
 The Falcon uses the latest type of single-unit construction (like the fabulous Ford Thunderbird). This adds extra inches everywhere inside—and it makes the car one solid, silent, integrated structure.  
 Along with its all-new size . . . there are lots of other things, like extra-big brakes and light-finger steering, that make the Falcon a delight to drive. And the Falcon is so maneuverable, it makes driving in city traffic a cinch!



**BUT THE FALCON'S ECONOMY IS MEASURED IN MANY MORE WAYS THAN GAS AND OIL SAVINGS!**  
 Take the price. Though we can't give you the figure just yet, we can tell you this: the low, low price of the Falcon will help prove to you that it's the savingest car, right from the start! What's more, the main body understructure is heavily zinc-coated to protect it against corrosion through the years. Front fenders are bolted on for easier, more economical servicing. Insurance will probably cost you less. And Falcon service will be available everywhere, using standard American tools.  
 We've just been able to scratch the surface of the Falcon news here. Come in. Bring all your questions. But make it soon. We have many orders already.



**LET'S TALK ABOUT STYLING FIRST!**  
 You're going to be amazed by the Falcon's beauty. It has a low, sleek, European flair in new, beautifully proportioned style. It has safe, "wide open" visibility all around. Interior styling is fresh and new, with smart looking, durable upholstery. In a nutshell, the Falcon is Ford's way of proving that a true economy car doesn't need to look, ride or feel like one.

**LET'S TALK ABOUT THE FALCON'S PERFORMANCE!**  
 The all-new engine is up front, where exhaustive crash tests, skid tests and handling tests prove it should be, for safety and stability. It has six cylinders . . . it's built on full-proven principles. It will deliver up to 30 miles per gallon on regular gas, only needs oil changes every 4,000 miles. The engine is also water cooled, which permits use of a water-type heater that's safer and never robs you of gas mileage! Unlike many cars of its size, the Falcon's available with automatic drive, too.



**LET'S TALK ABOUT THE ALL-NEW FALCON'S SIX-PASSENGER SIZE!**  
 Available in both 2- and 4-door models, both models will have full-width seats accommodating six. There's room for all their luggage, too, with 265% more luggage space than the two most popular foreign cars. Pretty amazing, isn't it? The main reason is the way the Falcon is built.

**AND NOW WE'VE SIMPLY GOT TO TELL YOU ABOUT THE FALCON'S FABULOUS EXPERIENCE RUMI!**

It tops off a rugged 3-year, 3,000,000-mile test program. A fleet of Falcons is now traveling over every numbered U. S. highway in the country. It's from the drivers' logs on this run that we got the "30-miles-to-a-gallon" mileage figure. Some of the Falcons are driving around-the-clock—and new records are rolling in every day.



COMING OCTOBER 8th . . .  
**THE NEW-SIZE FORD**  
**Ford Falcon**  
 The Easiest Car in the World to Own

**VEL'S FORD SALES COMPANY**  
 1420 Cabrillo Ave. Telephone FAirfax 8-8276 Torrance, Calif.